City of Fair Oaks Ranch

Strategic Communications Plan

A Look Back at FY 2021-22

Accomplishments

o Enhanced communications with a total of:

  o 973 Total Social Media Posts (since January 1, 2022)

  o 175 Messages (since January 1, 2022)

  o 6 Recorded & 21 Live Videos

o Implemented new channels of communication

  o 2 new YouTube channels

  o 2 new Social Media Platforms

o Successfully designed & implemented Livestreaming of Council Meetings

o Developed a Communications & Public Engagement Procedure (under review)

PILLAR 5 | Operational Excellence

MAINTAINING A HIGH LEVEL OF CUSTOMER SERVICE

SERVING AS THE FIRST POINT OF CONTACT FOR RESIDENTS AND BUSINESSES

PROVIDING EFFECTIVE TWO-WAY COMMUNICATIONS WITH RESIDENTS

Mission Statement

To communicate information related to city functions, decisions, partner with neighboring entities to deliver important community information, and to provide an effective forum for two-way communication between the City and residents.

Vision Statement

To be the premiere source of credible City information for providing the most relevant and up-to-date news for our community.

Core Services

Administration and Strategic Planning	Media & Public Relations Management	External & Internal Communications Content Creation
Brand Development and Marketing	Emergency/Crisis Communications	Website & Social Media Management

Core Values

- Responsive
- Collaborative
- Resourceful
- Engaged
- Accountable

Target Audiences

- Residents
- Media, Partner organizations, public at-large
- City staff

Our "Toolbox"

- Website
- Social Media
  - NextDoor
  - Facebook
  - Twitter
  - LinkedIn
  - YouTube
- In-Person Meetings
  - Town Halls
  - HOA meetings

- News Flashes
- Newsletter (new!)
- Regroup
- Live and recorded video
- Non-digital media (fliers, hangers)
- Press releases

5.2	Develop & Implement a Proactive Communication Strategy										
5.2.2	Develop and implement a communications strategy and marketing program (logo/branding)	🟩	🟩	🟩	🟩	🟩	🟦		
5.2.4	Create collaborative partnerships with schools, FORHA, business organizations and governments		🟦						
5.2.5	Develop and implement live stream and video capabilities for council meetings	🟨	🟩	🟦					

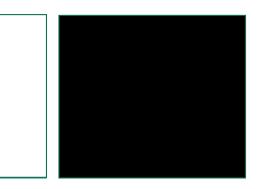# Current Strategic Action Plan

Communication Department Priorities and Projects

Develop and Implement a Proactive Communication Strategy

5.2.1	Create, Coordinate, and Lead Strategic Communication Efforts
5.2.2	Develop Brand Identity and Credibility
5.2.3	Create Opportunities for Resident Engagement & Participation
5.2.4	Provide Transparent and Timely Communication to Media and Public
5.2.5	Ensure a well-informed City Workforce

5.2|Develop & Implement a Proactive Communication Strategy

Building Multimedia Strategies

The goal of any media is to provide an additional avenue to communicate important updates to the community, and to highlight the character and personality of the City as one that is closely connected to the values that the residents of Fair Oaks Ranch share. As new avenues to disseminate information are created and acquired, the City will ensure all communications disseminated will serve to affirm the City's authority and credibility in all things related to governance, community, and resident safety.

Increasing Awareness

We will begin to establish the City as a focal point of the community by engaging with current community organizations both on- and offline, sharing community events, and being an information hub for family-oriented activities and events that occur in the City or surrounding counties. Our goal should be to increase awareness of city services and how they improve resident lives. We will also share important news, safety, and voter information as it relates to residents.

Establishing Community

The City of Fair Oaks Ranch on- and offline communications will be all about establishing a sense of community and togetherness. Content should not only show city workers as they take care of essential duties, but also as they interact with the community or how a project was motivated by and connected to community input. Content should be presented to show the City of Fair Oaks and its workers as relatable, amenable, and engaged in the needs and wants of the residents primarily, but also businesses and community organizations.

Create, Coordinate, and Lead Strategic Communication Efforts

5.2.1

Projects

- Establish Quarterly Meetings with Department Heads (March 2023)

- Establish Monthly Departmental Communications Meetings (January 2023)

- Publish and promote vision, mission, and goals on Web platforms (February 2023)

- Establish Guidelines Regarding City Events (February 2023)

Develop Brand Identity and Credibility

5.2.2

Projects

- Establish Core Messages that Showcases Community Character (July 2023)

- Modernize Brand (December 2023)

- Highlight City Council Members, City Staff, and City Leadership (March 2024)

- Implement Website Redesign (August 2023)

- Develop and Disseminate City Style Guide (February 2024)

- Develop and Implement a Gateway Signage Program (June 2024)

Create Opportunities for Resident Engagement & Participation

5.2.3

Projects

- Solicit Resident Feedback Including Focus Groups on Branding (June 2023)
- Develop Community Polls (January 2025)
- Promote Town Hall meetings (January 2023)
- Develop and Analyze Digital Media Metrics (December 2022)
- Disseminate a Community Survey of City Services (July 2024)

Provide Transparent and Timely Communication to Media and Public

5.2.4

Projects

- Publish an Internal Editorial Calendar (March 2023)

- Publish Monthly Newsletter (March 2024)

- Promote Emergency Communications Platform (December 2023)

- Establish Regular Meetings with Media and Other Information Sharing Organizations (April 2023)

- Develop a Process For Distributing Press Releases (March 2023)

- Designate a Public Information Officer (January 2023)

Ensure a Well-Informed City Workforce

5.2.5

Projects

- Coordinate Bi-Annual All Staff Meetings (November 2023)

- Incorporate Staff Training Regarding City Services and Events (May 2023)

- Reinforce Internal Brand Utilization (May 2024)

- Develop Campaigns on City Benefits, Training & Development, and Safety (April 2024)

- Develop Mechanisms to regularly communication City Initiatives, Council Policy and Management Updates (May 2023)

Track Progress and Success;
Reevaluate

Key Performance Indicators

Outside Media	
Media Coverage	Who reacted to releases or news coming from the City.
Sentiment	The sentiment of mentions, articles, or interviews.

Newsletters/NewsFlash/Regroup	
Subscribers	Number of people who have signed up.
Open rate	Number of times communication has been opened.
CTR	Percentage of those who click on a link within communication.

Website	
Unique Visits	Number of distinct visitors to website.
Page Views	Number of times a page has been viewed.
Top Pages	Top pages viewed by visitors.
Search Term	Top search terms.
Time on site	The average amount of time a user spends on site.

KPI	Purpose	How to Measure
Likes	The number of times someone interacted with a post positively by clicking the channels "Like" button.	Total number of likes
Total Number of Followers/Fans	How many people are following our social media pages at a set time.	Follower/Fan Count
Reach	Measures the number of people who have seen a post since it went live.	Total Reach
Shares	Measures the number of people who have shared (or retweeted) a post to their page or followers.	Total shares

KPI	Purpose	How to Measure
Comments (negative comments)	Shows when a user has commented on a post, and how many of the comments were negative.	Total #of comments (only negative comments)
Total # of posts	How many times has our social media channel posted during a set period	Total # of posts
Amplification Rate (ARP)	This is the rate of your followers who are sharing your content with their own followers. High amplification rates show that your followers want to be associated with us.	Total Post Shares -------------------- X 100 = ARP Total Followers

KPI	Purpose	How to Measure
Engagement Rate Percentage (ERP)	Shows how engaging our content is on our social channels.	$\dfrac{\text{Likes+Comments+Shares}}{\text{Total Followers}} \times 100 = \text{ERP}$
Growth Rate Percentage (GRP)	Audience growth rate demonstrating how follower count is changing over time.	$\dfrac{\text{New Followers}}{\text{Total Followers}} \times 100 = \text{GRP}$
Average Post Reach Percentage (PRP)	The avera number of people who seen a post over a set period of time. It gives you an idea of how well our content performs with our audience and within the algorithim.	$\dfrac{\text{Total Post Reach}}{\text{Total \# of Posts}} \div \dfrac{\text{Total Page Likes}}{\text{Days in month}} = \text{APRP}$

Next steps

1

Collect feedback and build out strategic plan

2

Develop Key Performance Indicators, establish baselines, and report

3

Develop operational plan (resources and budgets)

4

Execute plan!

Questions?

Strategic Communications Plan